

# METHOD AND APPARATUS FOR COMPUTED RELEVANCE MESSAGING

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## ABSTRACT

10 The invention disclosed herein enables a collection of computers and  
associated communications infrastructure to offer a new communications  
process which allows information providers to broadcast information to a  
population of information consumers. The information may be targeted to  
those consumers who have a precisely formulated need for the information.  
This targeting may be based on information which is inaccessible to other  
communications protocols. The targeting also includes a time element.  
Information can be brought to the attention of the consumer precisely when it  
15 has become applicable, which may occur immediately upon receipt of the  
message, but may also occur long after the message arrives. The  
communications process may operate without intruding on consumers who do  
not exhibit the precisely-specified need for the information, and it may  
operate without compromising the security or privacy of the consumers who  
20 participate.